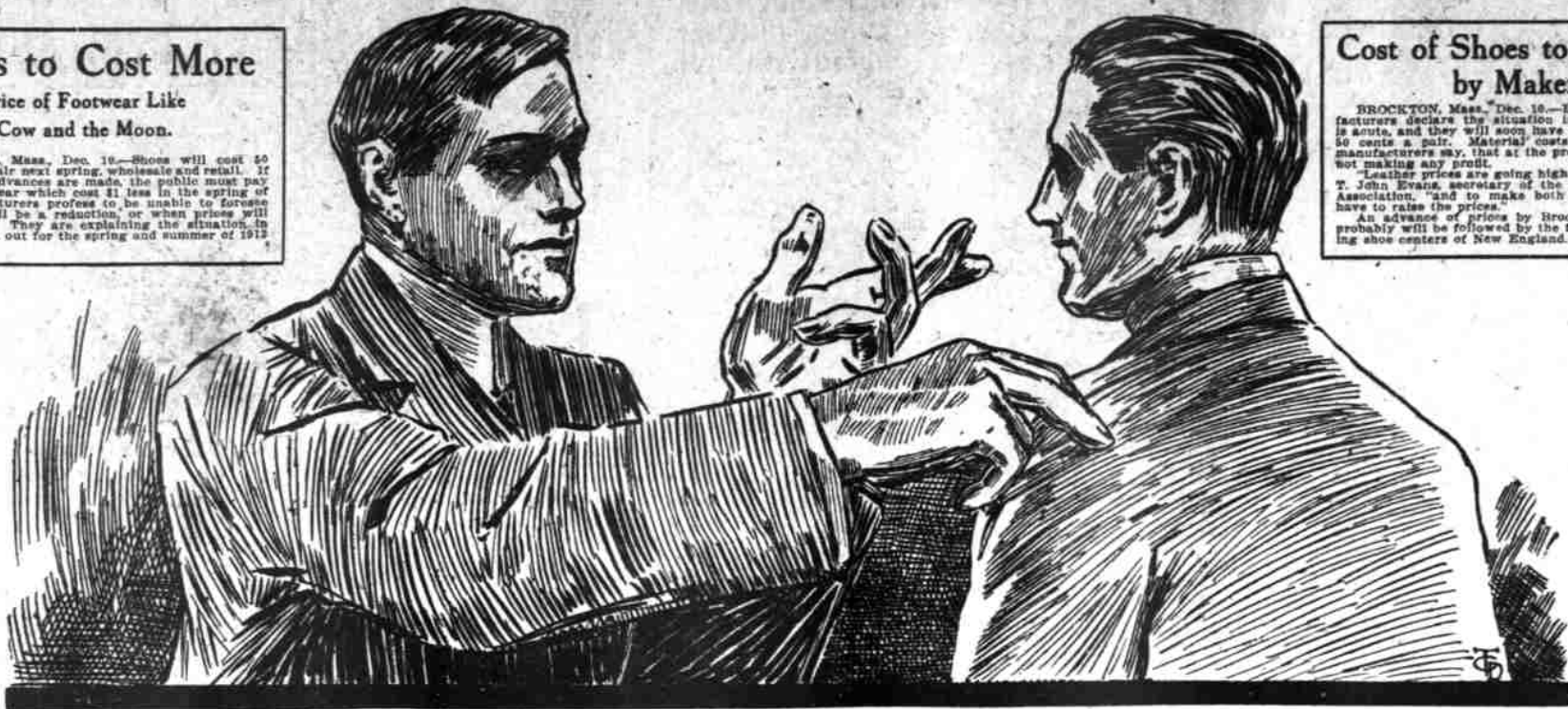


### Shoes to Cost More Price of Footwear Like Cow and the Moon.

BROCKTON, Mass., Dec. 10.—Shoes will cost 20 cents more a pair next spring, wholesale and retail. If contemplated advances are made, the public must pay \$4.16 for footwear which cost \$1 less in the spring of 1913. Manufacturers profess to be unable to foresee when there will be a reduction, or when prices will stop going up. They are explaining the situation in catalogues sent out for the spring and summer of 1913 to distributors.

### Cost of Shoes to Be Raised by Makers.

BROCKTON, Mass., Dec. 10.—Brockton shoe manufacturers declare the situation in the shoe industry is acute, and they will soon have to advance the price 50 cents a pair. Material costs so much now, the manufacturers say, that at the present prices they are not making any profit. "Leather prices are going higher all the time," said T. John Evans, secretary of the Shoe Manufacturers' Association, "and to make both ends meet we will have to raise the prices." An advance of prices by Brockton manufacturers probably will be followed by the factories in the leading shoe centers of New England.



# Everybody's Shoe Store

## Shoes for Everybody at Prices for Everybody

### WE SAVE IN RENT—YOU SAVE IN SHOES

In many respects Everybody's Shoe Store marks a unique departure in merchandising.  
In the first place Everybody's Shoe Store is going to take everybody into its confidence.

We're going to tell you just how we save you money and why we came here and located at Seventh and D Streets, right in the busiest spot of the busiest section of Washington. But instead of leaving an expensive ground-floor store, we leased the second, third, and fourth floors, put in a splendid elevator service, and saved a cool \$7,000.00 per year in rent.

That \$7,000.00 saving in rent we are going to hand right over to you. You'll see the effect at once in the prices we quote for standard quality shoes. YOU'LL GET THE RENT WE SAVE. Just step into the elevator on D Street, and in a jiffy you'll be whisked up to the most magnificently equipped Shoe Parlors you've ever seen, filled to the ceiling with thousands of pairs of the latest models in Footwear for Everybody, Men, Women, and Children. What do you think of the idea? Are you going to join us in the new move to reduce the cost of living? We must have your co-operation, and we'll get it—because we are going to save You and Everybody else Thousands of Dollars every year.

## SPECIAL OFFER FOR TO-DAY ONLY

(THIRD FLOOR)

A thousand pairs Men's Guaranteed Trade-marked Shoes. You'll recognize the makes and quality as soon as you see the trade-mark on sole and inside label. Actual \$4.00 and \$5.00 (some \$6.00) values; not all sizes, but a wonderful variety in all leathers.

Choice, **TO-DAY ONLY, \$2.00**

## Special Offer for To-day Only.

(SECOND FLOOR)

\$5 quality Ladies' Hand-sewed 18-button Boots, the very best Shoes in quality, style, and workmanship it was possible for us to procure in choice of Black Satin, Black Velvet, Tan Calf, Gun Metal Calf, and Patent Colt.

Every pair guaranteed the same as if you paid us \$5. Every size and every width.

Choice, To-day Only,

**\$3.00**



THIRD FLOOR—1,200 pairs Ladies' Hand-sewed Shoes. Values, \$3.00, \$3.50, and \$4.00. Not all sizes, but every variety of leather and a vast assortment of styles, including PATRICIAN, LA FRANCE, AMERICAN GIRL, and other celebrated guaranteed trade-marked shoes in sample sizes. **CHOICE TO-DAY \$1.00**

Other styles too numerous to mention ranging in price from 50c to \$2.50—in fact a most complete stock of shoes for Everybody at prices for Everybody.

See Large Show Window on D Street  
Showing the Styles of Shoes  
Advertised.

# Everybody's

## SHOE STORE

### 7th and D Streets Northwest

Over Lincoln National Bank—Entrance on D Street

Take Elevator Up or Walk a  
Flight and Save a  
Dollar.

HIGH COST LIVING  
Will be reduced for

Everybody at

**Everybody's Shoe Store**

OVER LINCOLN NATIONAL BANK  
Seventh and D Streets N. W.

A SHOE STORE WHERE

Everybody

Can save money on their shoes

**Everybody's Shoe Store**

OVER LINCOLN NATIONAL BANK  
Seventh and D Streets N. W.